

## ABSTRACT

An invention which allows the user to apply beauty products on a standing base applicator. The invention consists of a feather puff glued/clamped into a standing base. The top of the feather puff is held together with an ornate tie or clamp depending on the base material. Some bases are crystal, other bases are metal. The puff may be ostrich or marabou feathers. The feather puff is inserted into a standing base. The standing applicator and puff provide a new utility for beauty product applicators. The user may wash the feathers in cold water using baby shampoo and blown dry with a hair dryer to renew and freshen the feathers.